



STATE OF WASHINGTON
Washington Fruit Commission
SOLE SOURCE POSTING

May 14, 2025

The Washington State Fruit Commission contemplates awarding a sole source contract to **Luminary Insights, LLC** to provide health messaging analyzation in order to determine the impacts that health messaging has on Northwest Cherry sales in the retail channels and to continue its priority to drive grower/shipper value by extending its industry leadership position in the business insights space during the 2025 Northwest Cherry season.

This partnership allows the Washington State Fruit Commission to determine if, or to what extent, cherry associated health messages drive sales and/or higher retail prices through independent models that will isolate, and predict, volume gains and losses as everyday retail and promo prices are adjusted. This partnership will also supply the Washington State Fruit Commission's (Northwest Cherries) Reps with access to materials to help retailers understand the unique opportunities for growth in the 2025 retail cherry market and provide actionable steps to improve their respective cherry sales and understanding of the impacts of health messaging at the retail level. This will support insights and marketing aimed at promoting and increasing consumption of fresh Northwest Cherries across the United States.

The Washington State Fruit Commission will enter into a ONE (1) YEAR contract with **Luminary Insights, LLC**. The contract will be issued on or after 6/5/2025 (June 5th, 2025) and will continue for a 12-month term. The cost of this ONE-year contract is \$139,980 (One Hundred Thirty-Nine Thousand Nine Hundred Eighty Dollars) plus any applicable taxes. AGENCY may opt to extend the contract for an additional FIVE (5) times in ONE (1) YEAR INCREMENTS if required. AGENCY determines that each optional additional ONE YEAR EXTENSION would result in equal (and/or slightly higher) consideration being added to the total contract value.

Offerors contemplating the above requirements are required to submit capability statements detailing their ability to meet the state's requirements within ten (10) working days of this announcement.

Capability statements should address the following state requirements:

- The ability to predict the changes in volume (positive and negative) as retail everyday and promo prices are adjusted.
- The ability to conduct A/B Testing – focusing on item level models that aggregate insights based on retailers that actively supported in-store (and perhaps) digital health messages vs. the retailers who did not.
- The ability to determine if the models support a hypothesis that health messages (generate more volume/revenue/velocity and tend to make pricing more in-elastic.
- The ability to create independent models which will isolate, and predict, volume gains and losses during retail price changes through the lens of health messaging.
- The ability to build detailed production forecast models that help perishable producers better predict crop timing and production volume.
- The ability to identify markets and/or retailers that exhibit cherry superior sales performance as well as markets that represent fertile opportunities for growth.
- The ability to identify and quantify the impact on retail sales and/or velocity of health messaging by retailer classification.
- Possesses advanced modeling capabilities and cherry industry experience.
- The ability to build customized dashboards for tracking and reporting on retail channel cherry ad counts along with their health message components.

- The ability to provide in-depth analysis of cherry merchandising and promotional tactics in the retail channel.
- The ability to illustrate topline category performance of cherries at retail.
- The ability to analyze merchandising factors and why retail stores perform above or below expectations as it relates to cherries.
- The ability to analyze performance measures related to the seasonal transition of cherries to grapes at retail.
- The ability to build an AI analytical tool that can cross reference 3-4 data sets.

In the absence of other qualified sources, it is the state's intent to make a sole source award for the contract. To submit capability statements or for questions, contact:

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